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ALBERTA

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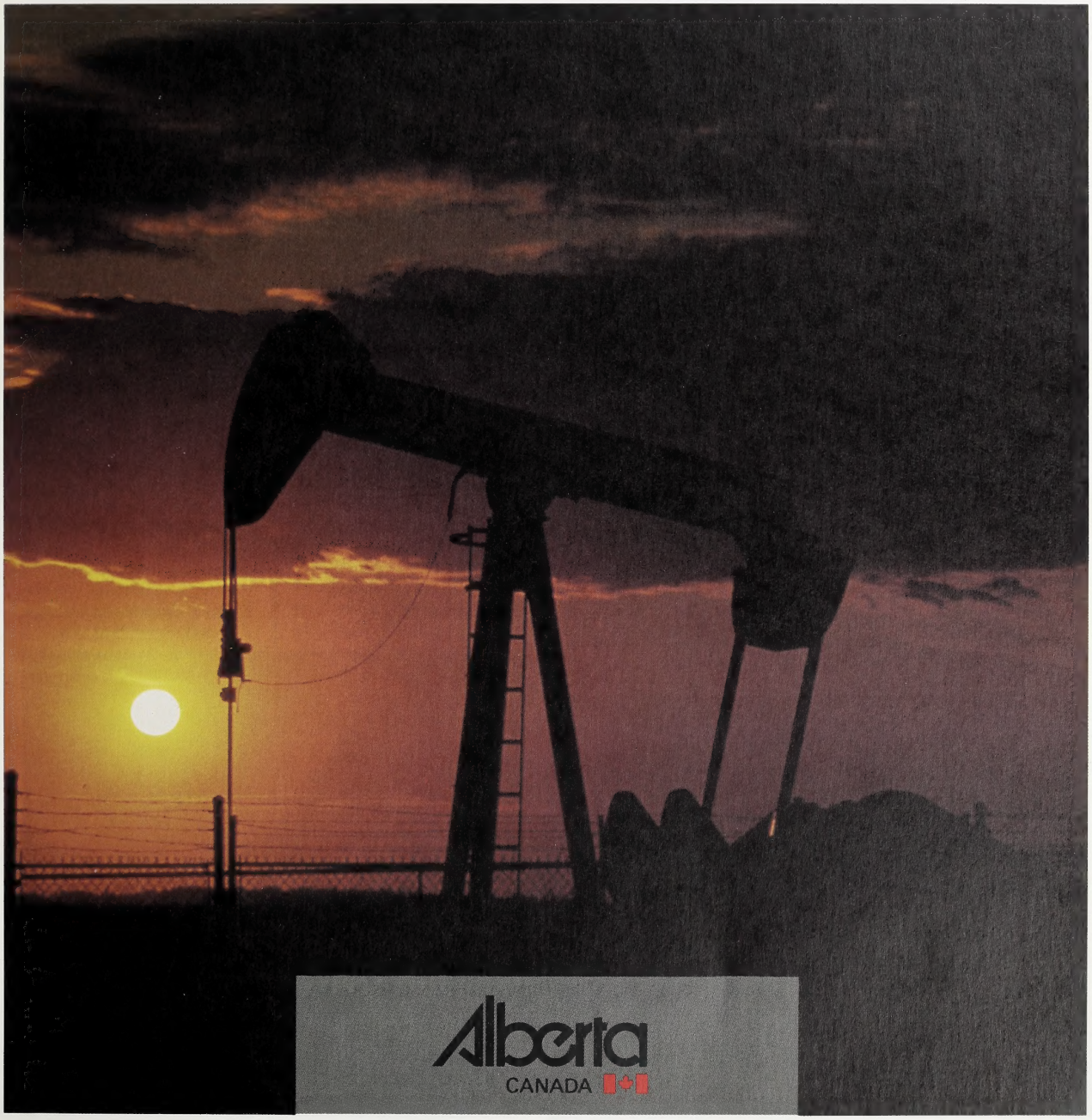

OPPORTUNITIES IN ALBERTA

Optimism, a willingness to take risks, an enduring **entrepreneurial spirit,** and cooperation between the public and private sectors have combined to bring economic prosperity to Alberta. An abundance of **natural resources,** political stability, a well **educated workforce,** and excellent **communications and transportation systems** are only a few of the factors which enhance **business success** in this province.

Alberta business has made the most of opportunities which flow from the province's extensive natural resources. **The success of small business** is of particular significance. In Alberta, small business is defined as firms with sales up to $2 million per year. This highly **innovative** segment of the economy represents 97 percent of all companies in the province and is responsible for creating 70 percent of new jobs.

A range of products are being manufactured to meet **local and international market demands.** Cooking oil, boats, frozen snack foods, furniture, toys, computers and telephone equipment, fertilizer, building materials, fabricated steel, chopsticks, high fashion garments, plastics, and petrochemicals are just a few examples of the products manufactured in Alberta. **Growth** and innovation are also evident in business, personal and community **services.**

It is more than a coincidence that economic opportunities and a **quality lifestyle** are both available in Alberta. Residents of the province take pride in the choices they have made.

Even though Albertans pay only **moderate** corporate and personal **taxes,** and no provincial retail sales tax, they enjoy a wide range of modern amenities. Living in Alberta provides access to an excellent educational system which includes **world-class universities** and technical institutes; modern hospitals; advanced medical research facilities; a **comprehensive health care** and hospitalization plan; **affordable, superb housing;** varied artistic, cultural and recreational activities; and, spectacular natural beauty and a **clean environment!**

In a province which boasts a **youthful population** and a business climate second to none, it is only natural to look to the future with **confidence.** Communities throughout Alberta are identifying **potential** business opportunities which will expand and diversify the economies in their areas.

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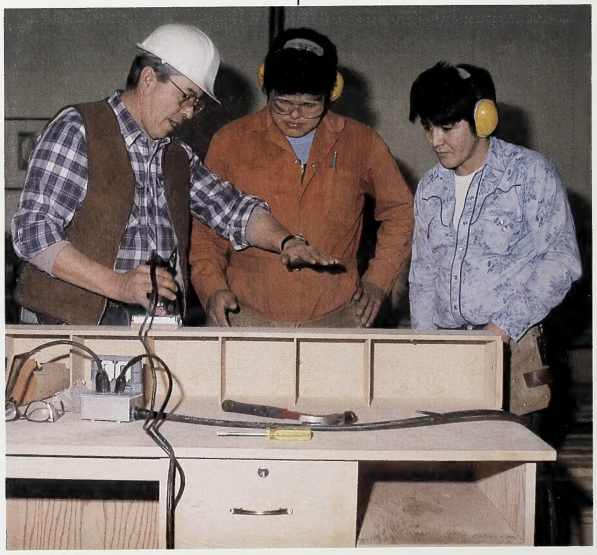

ALBERTA NEWS is published quarterly to provide information to our clients and colleagues. In this edition we will discuss potential business opportunities in Alberta.

If you have any comments or suggestions for content in future editions, or if you would like additional copies of this publication, please contact:

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Alberta
CAREER DEVELOPMENT
AND EMPLOYMENT
Immigration and Settlement

NORTHERN ALBERTA

Opportunities *continued*

This edition of **Alberta News** will provide a brief overview of current economic **strengths** in regions of the province and will suggest a few possibilities for **future development** in endeavors as diverse as tourism, advanced technologies, cultural industries, renewable and non-renewable resources, and food processing.

*The **ideas** for potential business opportunities presented in this newsletter are not necessarily supported by extensive market analysis. Creative and innovative entrepreneurs who enjoy challenge are encouraged to **examine the possibilities** in greater detail.*

To obtain more information about business in Alberta, and the publications and services which are available to assist entrepreneurs, please contact:

Communications and Information
Alberta Economic Development and Trade
6th Floor, Sterling Place
9940 - 106 Street
Edmonton, Alberta
T5K 2P6

Telephone: (403) 427-0670
Facsimile: (403) 422-9107

NOW

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Oil and gas exploration, extraction and processing

The Elmworth Basin, 60 kilometres west of Grande Prairie, constitutes the largest portion of North America's natural gas reserves.

New technology has created the tools to access the oil sand in the Fort McMurray area. These reserves could produce at least 150 billion barrels of high grade oil, a figure which exceeds the combined reserves in Saudi Arabia, Libya and Iran.

Forestry

Vast forests ensure thriving pulp, paper and lumber industries.

Agriculture

Fertile lands in northwestern Alberta produce above average yields of cereal grains, oil seeds, and forage crops. Fruit growing is expanding.

The area is a leading producer of honey and beeswax.

Beef cattle, sheep, hog and dairy farms are also numerous.

Tourism

Approximately 70 percent of Alberta's lakeshore sand beaches are located in the Lac La Biche region.

The mountains and foothills offer spectacular scenery, locations for family camping vacations, or extended trips into wilderness areas.

Northern lakes support both sport and commercial fishing.

Retail and Service

In addition to the cities of Grande Prairie and Fort McMurray, the region is serviced by numerous communities including Peace River, Slave Lake, High Level, Athabasca and Lac La Biche.

POTENTIAL

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- Increased activity in the forestry, agriculture and energy sectors will also offer potential for expansion of the service and manufacturing sectors.
- The history, diversity and natural beauty of the region present excellent opportunities for the development of tourism.
- Opportunities in the service sector exist for cottage industries, day care services, professional services, oil field servicing, catering, convenience and hardware stores, small engine repair, and recreational equipment rental.
- The agriculture sector provides potential for wild rice and berry production, market gardening, and vegetable, fruit and meat processing.
- Expanded activity in the forestry sector could lead to a demand for portable sawmills and kilns, furniture and aspen shingle manufacturing, and seedling production for reforestation.

CENTRAL ALBERTA

NOW

Oil and gas exploration, extraction and processing

Alberta's oil industry is acknowledged for its expertise. The technology which has been developed is exported worldwide.

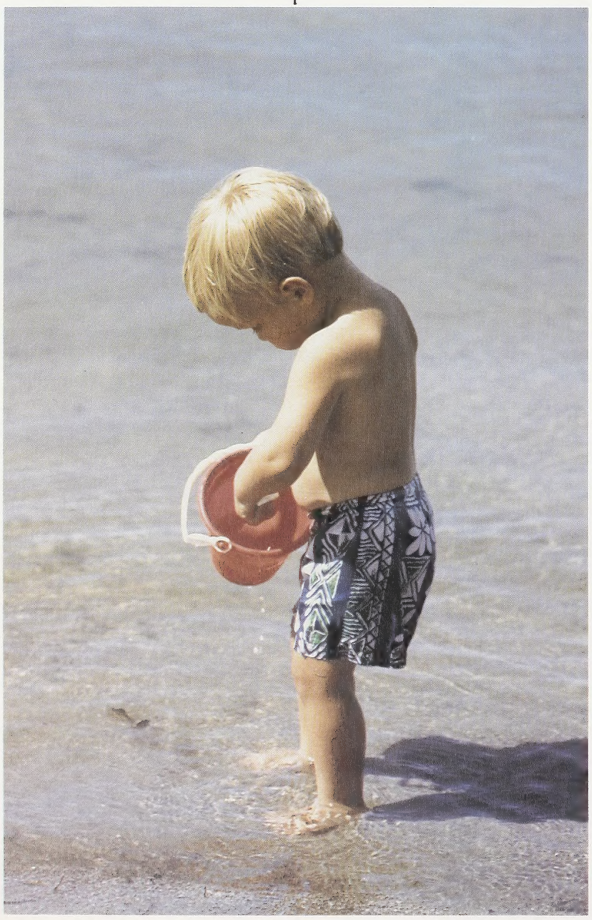
Advanced technology

The Alberta Research Council acts as the leader in science and technology with its high standards, innovation and excellence, particularly in relation to research in the agriculture and energy sectors.

Agriculture

Farms in central Alberta produce barley, wheat, oats, canola, alfalfa, fall rye, peas, beef cattle, and hogs. A large proportion of the province's agricultural output is exported.

The agricultural sector is serviced by grain elevators, feed mills, seed cleaning plants, fertilizer producers and distributors, farm machinery and parts sales, and welding and machine shops.



Retail and Service

Edmonton, Alberta's capital city, has long been a major service centre and the gateway to the north. The city has more retail shop space per capita than any other city in Canada.

A large number of communities, including St. Paul, Vegreville, Lloydminster, Camrose, Leduc, Wetaskiwin, Hinton and Whitecourt, service market areas throughout central Alberta.

Tourism

Each year more tourists are attracted to Edmonton's many festivals. West Edmonton Mall offers over 100 acres of exceptional shopping, recreation and accommodation. The Edmonton Space Sciences Centre is the largest planetarium in Canada, and provides excitement for the whole family.

Attractions throughout central Alberta, including Jasper National Park, provide a wide variety of alternatives to the growing number of tourists.

Manufacturing

More than half of Alberta's manufacturing output comes from the Metro Edmonton area.

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Central *continued*

POTENTIAL

- Increased activity in the oil and gas industry will continue to provide opportunities in exploration, extraction, processing, and servicing.
- The agricultural sector holds potential for market gardening, malt plants, peatmoss plants, and specialty and convenience food production.
- The expanding service sector could provide opportunities for business and secretarial services; regional transportation, warehouse and storage complexes; machine shops; and, recycling facilities.
- Expansion of tourism activity could be created with historical and cultural tours, farm and ranch vacations, and the development of recreational facilities at lake resorts.
- With Edmonton as a major manufacturing and distribution centre, opportunities exist for new and expanded business ventures.

SOUTHERN ALBERTA

NOW

Tourism

The Royal Tyrell Museum of Palaeontology in Drumheller houses one of the world's largest dinosaur collections, and the Glenbow Museum in Calgary features a permanent Indian and Inuit art and craft display. The Head-Smashed-In Buffalo Jump near Lethbridge offers a unique insight into the region's history.

Mountain resorts in Banff, Lake Louise, Kananaskis and Waterton attract convention organizers and leisure travellers alike.

Agriculture

The climate of southwestern Alberta, together with an extensive irrigation system, help to sustain a diversity and abundance of field crops and specialty produce.

The thriving food processing industry in Lethbridge produces such items as pasta, liquor, vegetable oil, flour, and vegetable and meat products.

Livestock production is a vital component of the region's economic base. Alberta beef is world famous.

Oil, gas and coal

Extensive gas fields near Medicine Hat, oil wells and petrochemical plants in the Red Deer area, and large coal deposits near Lethbridge play a significant role in the development and continuing prosperity of southern Alberta.

Manufacturing

The manufacturing sector includes small, medium and large firms. Ceramics, iron and steel products, and fashion garments are only a few of the items being produced.

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Southern *continued*

Retail and Service

The cities of Calgary, Medicine Hat, Lethbridge and Drumheller, and other communities including Stettler, Innisfail, Olds, Airdrie, High River and Taber, serve large market areas in southern Alberta.

Advanced Technology

A large proportion of Alberta's expanding advanced technology sector is located in southern Alberta.

POTENTIAL

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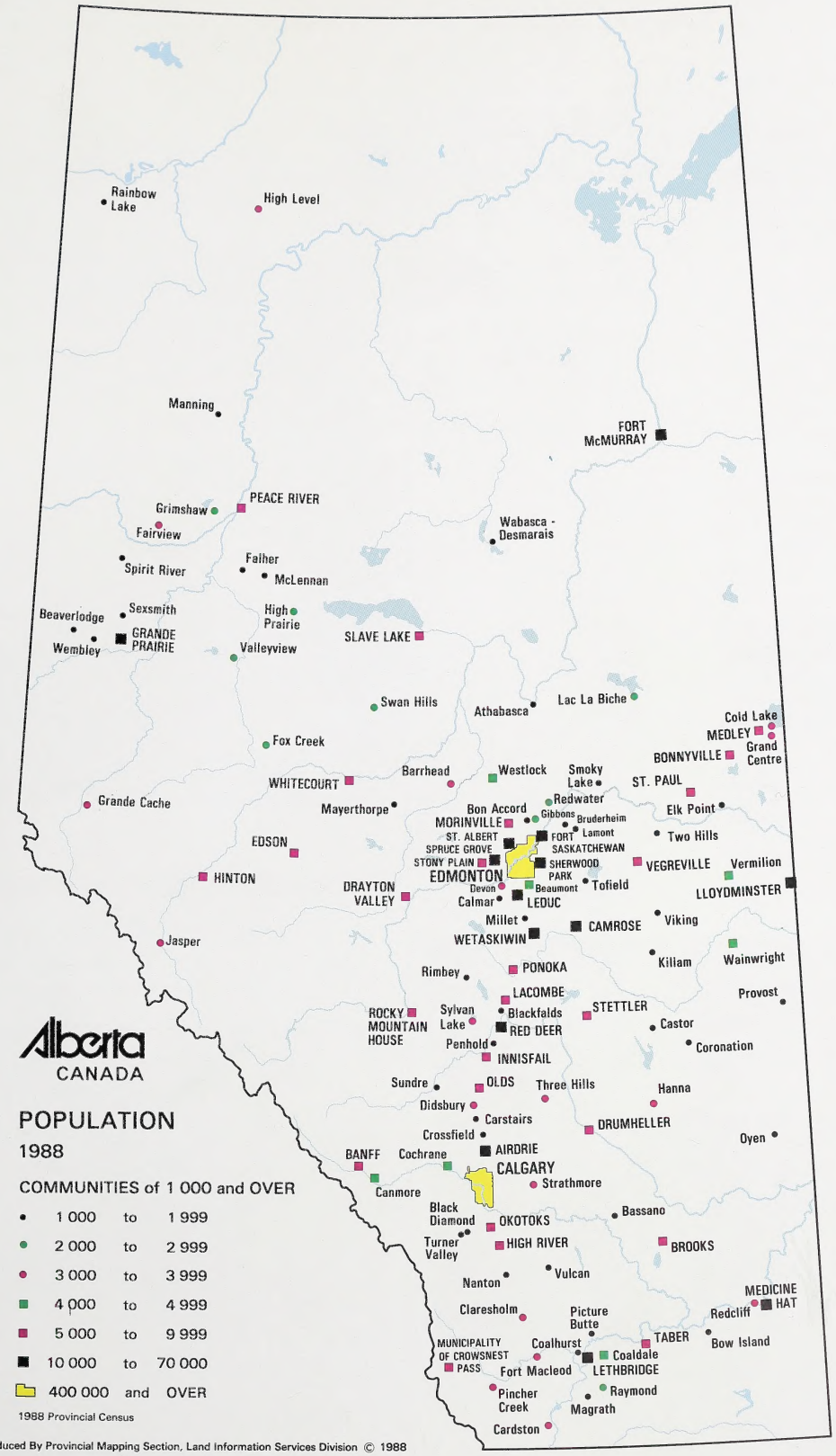
- Within the agricultural sector, potential exists in biotechnology, food processing and end-product manufacturing.
- Opportunities exist for cottage industries, computer-related services, cellular telephones, and trade development for local businesses.
- Developing the technology to harness the sun and wind, and secondary processing of petroleum products, could extend and diversify the energy sector.
- The development of new and innovative attractions could help to encourage more year-round tourism.

SUMMARY OF BUSINESS IMMIGRATION PROGRAM CATEGORIES

	INVESTOR	ENTREPRENEUR	SELF-EMPLOYED
Category Intended For:	• successful business persons who wish to invest in an enterprise but who do not wish to be obliged to actively manage the daily activities of the business	• successful business persons experienced in the management of small- to medium-sized enterprises, who intend to manage the daily activities of the business	• successful individuals with skills and experience in self-employment, such as farmers, artisans and sports personalities
Qualifications	• successful business background through the operation, control or direction of a financially successful business or commercial undertaking and/or a proven track record as an investor • personal net worth of $500,000	• proven track record as a successful business person • intention and ability to establish a business acceptable to Alberta	• proven track record in area of expertise • intention and ability to establish a business in Alberta employing self
Requirements (i) investment and benefits	• irrevocable investment of $250,000 for at least five years in a business or private investment syndicate which has been designated by Alberta as meeting the criteria of the Business Immigration Program	• sufficient capital to establish and sustain an "active" business in Alberta, which is acceptable to the Province by bringing significant economic benefits to the Province and contributing positively to the quality of life of the community in which the business is established	• sufficient capital to establish and maintain a business acceptable to Alberta which will contribute positively to the economic, cultural, or artistic life of the community
(ii) employment	• investment must result in creation or continuation of employment opportunities for Canadian residents	• business must result in creation or maintenance of employment opportunities for one or more Canadian residents	• provides full-time employment for the applicant
(iii) management	• not required to actively manage the daily activities of the business	• mandatory requirement to actively manage the daily activities of the business	• mandatory requirement to actively manage the daily activities of the business
(iv) other	• must meet requirements of the Immigration Act and Regulations • must possess sufficient additional funds to maintain self and family in Canada	• must meet requirements of the Immigration Act and Regulations • must possess sufficient additional funds to maintain self and family in Alberta	• must meet requirements of the Immigration Act and Regulations • must possess sufficient additional funds to maintain self and family in Alberta


Rainbow Lake
High Level
Manning
FORT McMURRAY
PEACE RIVER
Grimshaw
Fairview
Wabasca - Desmarais
Spirit River
Falher
McLennan
Beaverlodge
Sexsmith
High Prairie
GRANDE PRAIRIE
Wembley
Valleyview
SLAVE LAKE
Swan Hills
Athabasca
Lac La Biche
Cold Lake
MEDLEY
Grand Centre
BONNYVILLE
Fox Creek
Barrhead
Westlock
Smoky Lake
ST. PAUL
WHITECOURT
Grande Cache
Mayerthorpe
Redwater
Bon Accord
Gibbons
Bruderheim
Elk Point
MORINVILLE
Lamont
Two Hills
EDSON
ST. ALBERT
FORT SASKATCHEWAN
SPRUCE GROVE
STONY PLAIN
SHERWOOD PARK
VEGREVILLE
Vermilion
HINTON
EDMONTON
Devon
Beaumont
Tofield
LLOYDMINSTER
DRAYTON VALLEY
Calmar
LEDUC
Millet
Viking
WETASKIWIN
CAMROSE
Jasper
Killam
Wainwright
Rimbey
PONOKA
LACOMBE
Provost
ROCKY MOUNTAIN HOUSE
Sylvan Lake
Blackfalds
STETTLER
Castor
RED DEER
Penhold
Coronation
INNISFAIL
Sundre
OLDS
Three Hills
Hanna
Didsbury
Carstairs
DRUMHELLER
Crossfield
Oyen
BANFF
Cochrane
AIRDRIE
CALGARY
Strathmore
Canmore
Black Diamond
Bassano
OKOTOKS
Turner Valley
HIGH RIVER
BROOKS
Vulcan
Nanton
MEDICINE HAT
Redcliff
Claresholm
Picture Butte
TABER
Bow Island
MUNICIPALITY OF CROWSNEST PASS
Coalhurst
Coaldale
Fort Macleod
LETHBRIDGE
Pincher Creek
Raymond
Magrath
Cardston
Alberta
CANADA
POPULATION
1988
COMMUNITIES of 1 000 and OVER
1 000 to 1 999
2 000 to 2 999
3 000 to 3 999
4 000 to 4 999
5 000 to 9 999
10 000 to 70 000
400 000 and OVER
1988 Provincial Census
Produced By Provincial Mapping Section, Land Information Services Division © 1988

BUSINESS IMMIGRATION

The Business Immigration Program enables individuals with successful business experience to choose Alberta as the location for their business and residence.

Prospective business immigrants are invited to visit Alberta to assess the viability of their proposed business venture and to see for themselves the many advantages which Alberta offers. With advance notice of such a visit, we will be pleased to meet with visitors and arrange an itinerary of meetings with appropriate business contacts.

Visitors to **Edmonton,** and central and northern Alberta, who wish to discuss the Business Immigration Program may contact:

Ms. Viviane Hanson
(Entrepreneur and Self-Employed Categories)
or
Mr. Pat Shanahan
(Investor Category)
Immigration and Settlement
Alberta Career Development and Employment
11th Floor
10155 - 102 Street
Edmonton, Alberta
T5J 4L5

Telephone: (403) 427-0537
Telex: 0636700848
Facsimile: (403) 422-0126

Visitors to **Calgary** and southern Alberta, including Red Deer, who would like to discuss the Business Immigration Program may contact:

Mr. Tony Pugh
Immigration and Settlement
Alberta Career Development and Employment
8th Floor
855 - 8 Avenue S.W.
Calgary, Alberta
T2P 3P1

Telephone: (403) 297-4491
Facsimile: (403) 297-5183

Enquirers in the **United Kingdom, Europe** and **Scandinavia** who wish to obtain information about Alberta and the Business Immigration Program may contact:

Mr. Geoff Davey
Alberta House
1 Mount Street
London, England
W1Y 5AA

Telephone: 071-491-3430
Telex: 51-23461 +
Facsimile: 071-629-2296

Enquirers in **Southeast Asia** who wish to obtain information about Alberta and the Business Immigration Program may contact:

Mr. David J. Corbett
Government of Alberta
Rooms 1003-4, Tower II
Admiralty Centre
18 Harcourt Road
Central, Hong Kong

Telephone: 5-284729
Telex: 802-61961 +
Facsimile: 5-298115

The next edition of ALBERTA NEWS will highlight the cultural and recreational alternatives available in the province.

ALBERTA IN THE WORLD

Distances between Alberta and major cities of the world (in kilometres)